- 'Hands on' SCTE Cable-Tec Expo clicks
- Lobbying heats up in Senate on S. 66
- 'Terry Fox' heads HBO's made-for action
- TNN ratings, advertisers after three months

CableVision

The news and features weekly of the cable television industry May 23, 1983 $3.00

C8920-2 5/23/83

Consulting: New Directions

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CONGRESSIONAL INFO SERVICE
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Archer Taylor and Martin Malarkey

PLUS Texscan: the future with GTE Sylvania

CableVision | May 23, 1983. Volume 8, Number 37

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Eric Fryer and Robert Duvall in 'The Terry Fox Story.'

HBO's made-for-pay movie

HBO presents *The Terry Fox Story*, its first made-for-pay movie, with $50-$75 million budgeted for 1984's crop of made-for films. The expenditure will allow the company to fulfill its plan of offering two new made-for features per month, beginning next year. **Page 24.**

United-Tribune not budging

It appears likely that United-Tribune of Sacramento, Calif., that city's successful bidder for its 306,000 home franchise, will not be building the system after all. As of late last week, company officials stated that they were unwilling to budge on their demand for a change in several key provisions of the franchise agreement. **Leading the week, pages 15-18.**

AMEX, Videodial team up

The travel-related services of financial giant American Express—half-partner in Warner Amex Cable—teams up with Videodial Inc. of New York in what is described as Amex's "first step" in exploring the potential of becoming a videotex information provider. **Leading the week, pages 15-18.**

Canadian convention opens

Canadian cable operators gather in Calgary, Alberta, this week for their trade association's national convention. About 1,500 people are expected to attend; pay and enhanced services are the principal discussion topics. **Leading the week, pages 15-18.**

S. 66 battle builds

With a Senate vote pending on cable bill S. 66, Capitol Hill became a lobbying battleground. An amendment was offered to appease telephone company worries, and dissident city administrators met to map their plans. **Leading the week, pages 15-18.**

MCI-cable ties expanding

Successful interface experiment with Cox in Omaha, Neb., spurs MCI to seek new Cablephone tie-ins with MSOs, beginning with Cable Atlanta. **Leading the week, pages 15-18.**

TNN outlook positive

The country music-oriented network is attracting advertisers, drawing sizeable audiences and boasting 795 system affiliates representing a potential audience of 7.2 million. **Page 35.**

Marquest figures laud cable

The audience research firm's figures indicate that ad-supported cable networks airing on Tulsa Cable earn ratings competitive with broadcast TV outlets. **Page 38.**

Publisher enters DBS race

American Satellite Television Network, a new Los-Angeles-based company backed by publisher Rupert Murdoch, is competing with USCI for "early entry" with plans to begin service next year. **Page 67.**

Teleport irks Warner Amex

Warner Amex claims Merrill Lynch-Western Union satellite communications center is treading on cable's terrain. **Page 71.**

NLC, MSLF square off

Cynthia Pols, Chip Mellor debate First Amendment rights, rule of cities in cable's development. **Page 76.**

Distant signal litigation

Cox Cable in Virginia begins legal action against three adjacent franchise communities over CRT rate increases, continued distant signal service. **Page 76.**

Cable-Tec Expo Wrapup

The SCTE's three-day conclave proved to be a practical hardware show, with a much needed hands-on emphasis. **Page 79.**

About the cover

Archer Taylor and Martin Malarkey head up Malarkey-Taylor Associates, the cable consulting firm that claims to be the oldest one around. Photo by Craig Leddy. Story on p. 46.

This week in PLUS

Ask them—they know. Cable's consultants dole out advice on a wide range of issues—from marketing to management, from refranchising to system sales and financing. Various consultants review their roles in the industry and assess where cable's been and where it may go. . . With its GTE Sylvania purchase, Texscan doubles its inventory—and hopes to do the same with profits. Today, the two companies occupy just about the same position in the hardware market. But the inventory lists complement each other, rather than compete with each other. Adding them together may make Texscan a formidable force in cable manufacturing. Pages 43-66.

National cable advertising

This chart lists national advertising sales by the basic cable networks during May 1983. The sales listed in the April 25, 1983, CableVision represented sales during April 1983.

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
H.J. Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
Campbell Soup (R)
Carson Products (R)
Coca Cola (R)
Columbia Pictures (N)
Kraft (R)
Mobil Oil (R)
Pepsico (R)
Philip Morris (7-Up) (N)*
Procter & Gamble (R)
Time Inc. (R)
U.S. Army (R)
U.S. Coast Guard (R)
Walt Disney (N)
Westinghouse (R)
Wrigley's (R)

C-SPAN
American Postal Workers Union (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
American Home Products (R)
Brown Shoe (N)
Cheeseborough-Ponds (N)
Gerber (N)
J.C. Penney (R)
Kal-Kan (R)
M&M Mars (R)
Menner (N)
Mobil Oil (N)
Philip Morris (N)
Playtex (N)
Publishers Clearing House (N)
Quaker Oats (Fisher Price) (R)
Questar (R)
Raytheon (N)

Cable Health Network
American Cyanamid (R)
American Home Products (R)
Block Drug (R)
Chrysler (R)
Combe (R)
Florida Citrus Commission (R)
G.D. Searle (R)
General Foods (R)
General Motors (R)
K-Tel (R)
Kodak (R)
Lever Brothers (R)
Libby (R)
Miles Labs (R)
Noreico (R)
Philip Morris (N)
Procter & Gamble (R)
Warner Lambert (R)
Weight Watchers (R)

Cable News Network
Ace Hardware (R)
Admiral (R)
Allen Products (R)
Aloe (N)
American Home Products (R)
Archway (N)
Banfi (R)
Car Quest (R)
Citizen Watch (R)
Colgate-Palmolive (R)
Colombian Coffee (R)
Communications Image (R)
Dow Jones (R)
Dunlop (R)
Esmark (R)
Europecraft (N)
Florida Citrus Commission (R)
Ford (R)
General Foods (R)
Gusto Records (N)
Hyatt Hotels (R)
J.C. Penney (R)
Jamaica Tourism (R)
Jeffrey Martin (R)
Johnson & Johnson (R)
Lanier (R)
Lennox (R)
Morton Norwich (R)
Nabisco (R)
Noreico (R)
Norton-Simon (R)
Phillips Petroleum (R)
Proctor & Gamble (R)
Quaker Oats (R)
Quantas Airlines (R)
Ralston Purina (R)
Savings & Loan (R)
Sears (R)
Shell Oil (R)
Silver Eagle (R)
Sterling Drug (R)
Tandy (R)
Time Inc. (R)
U.S. Postal Service (R)
Urban General (R)
Warner Lambert (R)
Wausau Insurance (R)
Weed Eater (R)
Wrigley's (R)

CNN Headline News
Aloe (N)
Amway (R)
Bike (R)
Clorox (R)
Coca Cola (R)
Colonial Penn Insurance (R)
Dow Jones (R)
Dunlop (R)
Duracell (R)
Ford (R)
General Mills (R)
General Motors (R)
Ginsu (R)
Jeffrey Martin (R)
Lennox (R)
Phillips Petroleum (R)
Radio Shack (R)
Time Inc. (R)
Union Carbide (R)
Urban General (R)
Vitamix (R)
Wausau Insurance (R)
Weed Eater (R)
Winn Dixie (R)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Home Products (R)
American Thread Co. (R)
Bandai America (R)
Boehringer/Ingleheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Del Monte (R)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kraft (R)
Leggs (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (N)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Berlitz (N)
Hilton Hotels (R)
Waldorf-Astoria (R)

ESPN
Adria Labs (N)
Arnold Industries (N)
Berkshire Enterprises (R)
Block Drug (R)
Bloodhorse Magazine (N)*
Bristol Meyers (R)
Calder Race Track (N)*
Carquest (N)
Carter Wallace (R)
Champion Labs-Interlee (N)*
Chrysler (R)
Clorox (N)
Cobra Golf Equipment (N)*
College Sports Magazine (N)*
Columbia Pictures (N)
Dow Jones (R)
Firestone (R)
Gainsway Farms (N)*
Hyatt Hotels (N)
IBM (R)
International Hot Rod Association (R)
Johnson & Johnson (N)
K-Mart (N)
Nabisco (R)
NFL Properties (R)
Qantas Airways LTD (R)
Reed Union (N)
Reny Roker Enterprises (N)
R.J. Reynolds (N)
Rolex (R)
Sears (R)
Shell Oil (R)
Soloflex (R)
Sports Mirror Magazine (N)*
Super 8 Hotels (N)
Union Carbide (N)
Wilson (N)

Financial News Network
American Express (R)
American Monetary Association (N)
Andrew Peck (R)
Artmark Sculptures (R)
Blanchard Communications (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Colonial Penn Insurance (R)
Commodities (R)
Dial Media (N)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fidelity Brokerage (R)
Fisher Stereo (R)
Forbes (R)
Franklin Mint (R)
FXC (R)
General Motors (R)
Great Western International (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
John Nuveen (R)
Keystone Mines (R)
Kiplinger (R)
Kroy (R)
Las Vegas Dunes Hotel (R)
Lind-Waldock Commodities (R)
Lowes Hotel (R)
Mabon Nugent (N)
McGraw Hill (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
Novation Corp. (N)
OTC Review (R)
Paulson Investment (R)
Philadelphia Stock Exchange (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Russo Securities (R)
Research Magazine (R)
Savings and Loan Association (R)
SRS Investments (N)
Standard and Poors (R)
Stock Market Cycles (R)
Tandy Corp. (R)
Tennis Magazine (N)
Technology Illustrated (R)
Telmarc Inc. (R)
Time Inc. (N)
Tri Fund (R)
United Business Services (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

The Nashville Network
American Dairy Association (N)
Bradford Exchange (N)
Chrysler (R)
Columbia Pictures (N)
Eastman Kodak (R)
Elcaff (R)
Europe/Kraft Imports (N)
Ford (R)
General Motors (R)
Global Life & Accident Insurance (R)
Gusto Records (R)
International Broadcasting (N)*
Martha White (R)
National Life & Accident Insurance (R)
Neva Products (N)
Playboy (R)
R.J. Reynolds (R)
Sears (R)
Serenity Distributors (N)*
Smith Advertising (N)
Stroh (R)
Time Inc. (R)
Triangle Publications (N)
U.S. General (R)
Vista Marketing (N)
Vitamix (R)
Westwood Promotions (N)

SIN
Bendix (Fram) (R)
CPC International (R)
Ford (R)
General Foods (R)
Goodyear (R)
Hall's (R)
J.C. Penney (R)
McDonald's (R)
Pepsi Cola (R)
Sears (R)
Sterling Drug (R)
U.S. Coast Guard (R)
Warner Communications (R)
Warner Lambert (R)

SNC
American Motors (R)
Charles Schwab (R)
Clorox (R)
Colonial Penn Insurance (N)
Continental Insurance (N)
Crain Communications (R)
Dow Jones (R)
Eastman Kodak (R)
Fidelity Insurance (R)
Ford (R)
General Motors (R)
Georgia Pacific (R)
Harvard Business Review (N)
Harvard Medical School (N)
International Broadcast Industries (N)
ITT (N)
Jeffrey Martin (R)
Kroy (N)
Lennox (N)
Manville Corp. (R)
MGI Strength (N)*
Medical Economics (N)*
Mico Productions (N)*
National Express (N)*
Neva Products (N)
Pfizer (R)
Phillips Petroleum (R)
Radio Shack (R)
Ralston Purina (R)
Reese Publications (N)*
Smithsonian Magazine (N)
Suffolk Marketing (N)
Time Inc. (R)
Union Carbide (R)
Union Fidelity (R)
Vista Marketing (N)

Cable stats

Wall Street Journal (N)
Weber Grills (R)
Westwood Promotions (N)

SPN
Allied Corp. (R)
American Photographer (R)
Best Western Hotels (R)
Bristol Myers (R)
Celanese Fabrics (R)
Eastern Airlines (R)
Fritz & LaRue Oriental Rugs (R)
General Motors (R)
Gerber (R)
Grolsch Beer (R)
Heineken (R)
Hong Kong Tourist Association (N)
*KLM Airlines (R)
*Kohima Corp. (R)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
*Nippon Denson (R)
Norsk Hydro (R)
Norwegin-American Cruises (R)
Norwegin Salmon & Trout (R)
Paul Hansen (R)
Penn House Furniture (R)
Philip Morris (R)
Proctor & Gamble (R)
Regent International Hotels (N)*
Sagawa Express (R)
Savings and Loan Association (R)
Serol Hair (R)
Sheraton (R)
Singapore Airlines (N)
Tsingtao Beer (N)
TV Guide (R)
Weed Eater (N)

TeleFrance
Air France (R)
American Fur (R)
Book of the Month Club (R)
Chanel (R)
French Food and Wines (R)
Galeries Lafayette (R)
Metropolitan Opera Guild (N)*
Yves St. Laurent (R)

USA Network
Activision (N)
Allen Products (N)
Allied Corp. (R)
American Home Products (R)
Anheuser-Busch (R)
Armour-Dial (R)
Arnold Industries (R)
Castle & Cook Foods (R)
Clorox (R)
Colgate-Palmolive (R)
Columbia Pictures (N)
Communications Workers of America (R)
Cooper (Hockey Equipment) (R)
CPC International (N)*
Dannon (N)
Dupont (N)
Duracell (R)
Eastman Kodak (R)
Esmark (R)
Foodways National (N)*
Ford (R)
The Gap (R)
General Foods (R)
General Mills (R)
General Motors (R)
Goodyear (R)
Hanes (R)
Holiday Inns (R)
Hyatt Hotels (N)
Johnson & Johnson (N)
K-Tel (R)
Kellogg's (R)
Kemper (N)
Kimberly-Clark (R)
Lever Brothers (R)
Levi Strauss (R)
Mattel (R)
McDonald's (R)
Minolta (R)
Mobil (R)
Nestle (R)
Norelco (R)
Noxell (R)
Orion Pictures (R)
Owens-Corning (R)
Paramount Pictures (R)
Philip Morris (Miller) (R)
Phillips Petroleum (R)
Playtex (R)
Reynolds Metals (N)
Schieffelin (R)
Scott Paper (R)
Thompson Medical (R)
Warner Lambert (R)
Weed Eater (R)
Wrigley's (R)

The Weather Channel
3M Corp. (N)
California Tree Fruit (N)*
General Motors (R)
Hyatt Hotels (R)
Philip Morris (N)*
Shell (N)

WTBS
Block Drug (R)
Buena Vista Distribution (R)
Chattem Drugs (R)
Conwood Corp. (N)
Day's End of America (R)
General Mills (R)
General Motors (R)
Johnson & Johnson (R)
K-Tel (R)
Linett Leisure (R)
Mastercard (R)
Michelin (R)
National Liberty (R)
NFL Properties (N)
Norcliff Thayer (R)
Panasonic (R)
Procter & Gamble (R)
Sterling Drug (R)
STP (R)
Stroh's (R)
Time Saver's Inc. (R)

! first time in Cable stats
* New to network advertising
R denotes renewal client
N denotes new client

Cable services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in subs from 3/30	
ACSN: The Learning Channel	396	3,057,642	+5.8	
AP Cable News	445	4,700,000	NC	
ARTS (Hearst/ABC)	1,625	9,500,000	NC	
Black Entertainment Television (BET)	180	3,700,000	+5.7	
Cable Health Network (CHN)	1,028	10,282,777	+2.8	
Cable News Network (CNN)	3,369	19,159,000	NC	
CNN Headline News	476	3,516,617	6	
C-SPAN: America's Network	1,000	13,000,000	NC	(1/83)
CBN Cable Network	3,830	20,770,000	+1.5	
Daytime (Hearst/ABC)	671	9,200,000	NC	
Dow Jones Cable News	110	1,115,000	+.04	
Electronic Program Guide (EPG)	75	1,109,464	NA	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,733	22,238,479	2	
Eternal Word Television Network (EWTN)	72	1,124,000	NC	
Financial News Network (FNN)	758	7,704,527	NC	(1/83)
Modern Satellite Network (MSN)	459	7,805,020	-1	
Music Television (MTV)	1,500	12,000,000	NC	
The Nashville Network (TNN)	725	7,500,000	NC	
National Christian Network (NCN)	92	1,421,647	+7.5	
National Jewish Television (NJTV)	114	2,446,735	NA	(2/83)
Nickelodeon	2,450	11,400,000	NC	
PTL Satellite Network	725	7,500,000	NC	
Reuters Monitor Service	15	5,000	NA	
Reuters News View	375	3,500,000	NA	(8/82)
Satellite News Channel (SNC)	557	5,700,000	NA	(3/83)
Satellite Programming Network (SPN)	375	5,600,000	+1.8	
Sin Television Network	199	25,531,400	NC	(2/83)
Trinity Broadcasting Network	245	2,874,000	NC	(2/83)
UPI NewsCable	485	NA	NA	
USA Network	3,400	17,000,000	NC	
The Weather Channel (TWC)	640	8,300,000	NC	
WGN	3,976	11,084,783	NA	(2/83)
WOR	796	4,703,757	+1.9	
WTBS	5,214	25,823,000	NC	
Satellite-fed basic audio services				
KKGO-FM	3	100,000	NA	
Lifestyle	127	1,066,400	-6	
Moody Bible	23	316,723	+2.5	
Satellite Radio Network	40	NA	NA	(1/83)
SCAN	8	100,000	NC	(2/83)
Sunshine Entertainment Network	3	21,000	NA	
WFMT	168	912,997	NA	(12/82)
Satellite-fed pay services				
Bravo	70	100,000	+2	
Cinemax	1,600	2,000,000	NA	(2/83)
The Disney Channel	425	100,000	NA	
EROS	22	200,000	NA	(2/83)
GalaVision	160	125,000	NA	(1/83)
Home Box Office (HBO)	4,500	11,500,000	NA	(2/83)
Home Theater Network Plus (HTN)	325	170,000	NC	(1/83)
The Movie Channel (TMC)	2,350	2,350,000	NC	
ON TV	3	452,995	NA	
The Playboy Channel	240	420,000	+7.4	
Selec TV	35	215,000	NA	
Showtime	2,400	4,000,000	NC	
Spotlight	231	750,000	NC	
Regional entertainment services				
Atlanta Interfaith	8	123,000	NC	
Atlanta Entertainment Network	3	7,200	NA	(1/83)
Bay Area Religious Channel (BARC)	34	200,000	NC	
Buffalo Sabres Hockey	9	325,000	NC	
Festival-The Texas Cable Network	1	110,000	NC	
Home Sports Network (Dallas)	NA	NA	NA	
Home Sports Network (Houston)	NA	NA	NA	
Home Sports Network (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	3	10,000	NC	(2/83)
Madison Square Garden	49	1,400,000	NC	
Newsday Cable	1	190,000	NA	
Off Track Betting (OTB) (Upstate New York)	13	NA	NA	(3/83)

	Affiliates*	Subscribers*	% change in subs from 3/30	
PRISM (Philadelphia)	86	339,489	+1	
Sonics Superchannel	10	23,500	NA	(1/83)
SportsChannel (New England)	28	20,000	NC	(2/83)
SportsChannel (New York)	30	273,445	NC	(2/83)
SportsVision	12	7,000	NC	
Video Music Channel	16	100,000	+1	
Z-Channel	16	88,664	NC	

Announced regional services	Expected launch
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Season Ticket	TBA
Super Sports Network	TBA
Tele Scripps (Pittsburgh)	TBA
Wisconsin All Sports Network	9/83

Announced satellite-fed services	Expected launch
Aimi Group Network	TBA
The Aloha Network (Lewmark Productions)	TBA
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	relaunch TBA
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	TBA
Good Evening Movie Service (GEMS)	launch TBA
Group W Cable Sports Network	TBA
Home Music Store	1984
Kidvid Network	1/84
Rock 24 (Lewmark Productions Music)	TBA
Magicable	3rd quarter 1983
National Jazz Network	launch 6/83
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
Penthouse Television Network (PET)	TBA
The Pleasure Channel	late summer 1983
Reserved Seat Video Productions (RSVP)	5/20/83
Satellite News Channel II	4th quarter 1984
The Silent Network	2nd quarter 1983
The Silent Network/National Captioning Institute Text Service	TBA
Sitcom Channel (Channelitainment)	1st quarter 1985
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Spanish Universal Network	4th quarter 1983
Sunshine Cable (audio)	2nd quarter 1983
UTV Cable Network	2nd quarter 1983
Video Concert Hall	TBA
WSB-TV Cable News	5/16/83
Window	TBA
The Work Channel (Lewmark Productions)	TBA

Non-satellite-fed national basic services				
Fuji Network	5	4,600	NA	
PlayCable	18	NA	NA	
The Pleasure Channel	18	15,000	NC	(4/83)

Announced Non-satellite-fed national basic services	
CableShop	9/1/83
The Games Network	9/83

All subscriber and affiliate counts are as of 4/30/83 unless otherwise indicated.
NA indicates not available
NC indicates no change
1. Indicates newly launched service
2. Total Sin reach. Total Spanish-speaking households: 3,075,900
3. Figures are company approximations
4. Cable subscribers only; total homes receiving signal: 30,000
5. Recount of subscribers and/or affiliates

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

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